



**Wisconsin League
for Nursing**

CALL FOR SPONSORSHIP & EXHIBITORS

for the Wisconsin League for Nursing 2022 Fall Conference

2022 Fall Conference: Inspiring the Spirit of Inquiry in Nursing

WE'RE BACK IN PERSON!

The Wisconsin League for Nursing (WLN), a recognized constituent of the National League for Nursing (NLN), is offering an exciting opportunity for sponsorship and exhibitors for the upcoming **Fall Nursing Conference** held on **November 12, 2022**. We are SUPER EXCITED to be back **LIVE** and chose the beautiful **Carroll University in Waukesha, WI** for the conference.

The conference goals and agenda directly address the WLN mission of **impacting the lifelong learning of nurses in diverse health care environments**. Our reach for the fall conference extends well beyond Wisconsin as our membership and interest lists of nurses and educators has grown due to expanding our outreach. New this year we are inviting nursing students to the conference with special sessions designed for students preparing for their transition to practice. We anticipate a diverse group of attendees.

We are also seeking donations from sponsors and exhibitors to participate in our first fund drive (*a silent auction and raffle*) for our newly established **"WLN Nursing Heroes" Scholarship Fund**. The fund is established to honor the memory of nurse educators lost to the COVID pandemic in the line of duty. Gifts cards or giveaways are sought to enhance the silent auction/raffle.

OBJECTIVES

Develop a sponsorship agreement between the WLN and education institutional, service provider, supportive educational or resource organizations that mutually benefit the goals of the organizations.

Additionally, partnerships with academic and agencies other than academic education programs fulfill the constituent league standard for developing alliances to advance quality nursing education and professional development. Through direct and indirect support of nurses and nurse educators in a wide variety of settings, the WLN programs in turn address the nursing workforce needs.

THE EVENT

The conference **in person** offers a return to the networking and promotion of excellence in resources for nurses, all put on hold during the pandemic. The enthusiasm for a return to live conferences is palpable among our members and colleagues.

DELIVERABLES

We have members from across the country because of success with our virtual events during the pandemic. We are offering livestream of conference sessions. Livestream participants will have electronic access to conference booklets, which include recognition for sponsors and exhibitors. National reach for participation due to the live and livestream event. See the information table on the next page for all deliverables.

QUESTIONS?

Tina Conley, Account Executive:

E-Mail: tina@wamllc.net | Phone: 414-755-3353

Marijo Rommelfaenger, PhD RN CNE, WLN President:

E-Mail: mrommelwln@gmail.com | Phone: 262-389-7782

LEVELS OF SPONSORSHIP

for the 2022 Fall Conference are available.



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Sponsorship rates and benefits offered by the WLN are as follows:

- Three levels of sponsorship: Gold, Silver, and Bronze include vendor tables at the conference.
- Partner level for exhibitors at the conference.
- See additional information located in the table below for benefits of the **sponsorship levels**.
 - o All sponsorship levels include enhanced visibility within the WLN website, the conference materials including the agenda booklet and recognition during the conference, and within our newsletter: The Communique.
 - **Gold level sponsorship (\$3,000)**
 - **Silver level sponsorship (\$2,000)**
 - **Bronze level sponsorship (\$1,000)**
 - o WLN Partner - Exhibitor Vendor tables (\$500)

See the Sponsorship Table on next page for benefits.

EXHIBITOR VENDOR PROMOTION LEVEL (\$500):

- One day conference pass for exhibitor vendor with one meal ticket
- One table, skirted, 2 chairs, pipe and drape
- Recognition as WLN Partner in conference booklet and on WLN website including link to your website
- Ability to participate in giveaway silent auction/raffle (donate a gift card or item)
 - o Recognition in conference booklet for participation in silent auction/raffle

Refer to the WLN website for sponsorship and vendor registration located within the Event "2022 Fall Conference":
www.wisconsinwln.com

ROOM RATES:

Special room reservation rates set aside location TBD. You will be notified of hotel accommodations.

Refer to the [WLN website](#) for sponsorship and vendor registration located within the Event "**2022 Fall Conference**".

We look forward to working with you!

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2022 Fall Conference Details



Sponsorship Benefits	GOLD LEVEL \$3,000	SILVER LEVEL \$2,000	BRONZE LEVEL \$1,000
2022 Conference Discount (payment plan for 2023 available)	10% Off 2023 Spring & Fall Conferences	10% Off 2023 Spring Conference	5% Off 2023 Spring Conference
One Day Conference Pass (includes refreshments and Gala luncheon ticket per pass)	2 Passes	2 Passes	2 Passes
Participation in the WLN Scholarship Fund drive silent auction/raffle Giveaway (recognition as a participant with gift item listed in the conference booklet)	X	X	X
Conference tables, skirted, 2 chairs, pipe and drape (extra fee for electricity)	2 Tables	2 Tables	2 Tables
Sponsorship Recognition during Conference (electronic banners, verbal recognition)	X Primary Recognition as Gold Level Sponsor Electronic and verbal recognition opening and closing session	X Recognized as Silver Level Sponsor following Gold Level Electronic and verbal recognition opening and closing session	X Recognized as Bronze Level Sponsor on electronic banners Verbal recognition opening session
Conference Agenda Booklet Advertisement	Full Page Ad	Half Page Ad	1/4 Page Ad
Sponsor logo on WLN website home page and website tab (includes link to sponsor website)	X	X	X
WLN Advertisement with Conference promo materials (included in national outreach through Constant Contact – over 4,000 individuals electronic mailing list)	X (3 ad blasts include sponsor recognition)	X (2 ad blasts include sponsor recognition)	X (1 ad blast includes sponsor recognition)
Email Blast (thanking sponsor) (Includes WLN Members and Conference Attendees)	Email blast before & after conference	Email blast after conference	
Facebook Promotion on WLN Page (Event ad including sponsor link)	2 ads prior to conference	1 ad prior to conference	